

IN THE CLAIMS

Claims 1-20 canceled.

Claims 21-48 previously submitted but not entered.

Claims 49-68 added.

49 (new). A device for holding one or more sheets, comprising a cam based holder having:

- (a) a first holder component,
- (b) a second holder component having a holder base, and
- (c) a spring for driving a rotative motion of said first holder component relative to said holder base, and for exerting a force needed for holding said one or more sheets in said device.

50 (new). The device of Claim 49 in which

- (a) said cam based holder also has a pin for joining said first holder component and said second holder component,
- (b) said first holder component has a first sleeve partially wrapping said pin, and
- (c) said holder base has a second sleeve partially wrapping said pin.

51 (new). The device of Claim 50 in which

- (i) said first sleeve of said first holder component has a cut out, and
- (ii) said cam based holder also has a plunger for
 - (1) retaining said spring, and
 - (2) engaging with said cut out for driving said rotative motion of said first holder component.

52 (new). The device of Claim 49 in which said device is a picture frame comprising a picture frame body for:

- (a) mounting said cam based holder therein,
- (b) displaying a sheet of said one or more sheets through said picture frame body.

53 (new). The device of Claim 52 in which said holder base is fastened to said picture frame body.

54 (new). The device of Claim 49 in which said spring is a compression spring.

55 (new). The device of Claim 54 in which said first holder component includes a rotatable holder plate for detachably holding said one or more sheets.

56 (new). The device of Claim 55 in which said rotatable holder plate is rotatable with respect to said holder base between

(a) an activated zone for imparting a torque to said rotatable holder plate for detachably holding said one or more art sheets, and

(b) a deactivated zone for imparting no torque to said rotatable holder plate.

57 (new). The device of Claim 54 in which said cam based holder also includes a plunger for retaining said compression spring.

58 (new). The device of Claim 57 in which said plunger has a ramp surface engageable with said first holder component for driving a rotative motion of said first holder component with respect to said holder base.

59 (new). The device of Claim 49 in which said spring is a coil compression spring.

60 (new). The device of Claim 49 comprising four said cam based holders.

61 (new). The device of Claim 49 in which said cam based holder also has a second spring.

62 (new). A business method of selling products to a customer by a retail store comprising the steps of:

(A) selling to said customer the following items physically pre-packaged together as one sellable unit:

(a) a plurality of art sheets for wall display, each said art sheet having a standard rectilinear size, and

(b) a wall frame having a standard internal size substantially same as said standard rectilinear size of each said art sheet, said wall frame also having a spring loaded holder for detachably holding said art sheets in said wall frame, and

(B) charging said customer for both said plurality of art sheets and said wall frame sold.

63 (new). The business method of Claim 62 in which said spring loaded holder includes one cam based holder having:

- (a) a stationary holder base,
- (b) a rotatable holder plate for detachably holding said art sheets in said wall frame, and
- (c) a spring for driving the rotative motion of said rotatable holder plate for holding said art sheets in said wall frame.

64 (new). A business method of selling products to a customer by a retail store comprising the steps of:

(A) selling to said customer the following separate items as an ensemble:

- (a) a plurality of art sheets for wall display, each said art sheet having a standard rectilinear size, and
- (b) a wall frame having a standard internal size substantially same as said standard rectilinear size of each said art sheet, said wall frame also having a spring loaded holder for detachably holding said art sheets in said wall frame,

(B) offering said customer a financial incentive for purchasing said ensemble.

65 (new). The business method of Claim 64 in which said financial incentive is a reduction on the purchase price required to be paid by said customer.

66 (new). The business method of Claim 64 in which said spring loaded holder includes one cam based holder having:

- (a) a stationary holder base,
- (b) a rotatable holder plate for detachably holding said art sheets in said wall frame, and
- (c) a spring for driving the rotative motion of said rotatable holder plate for holding said art sheets in said wall frame.

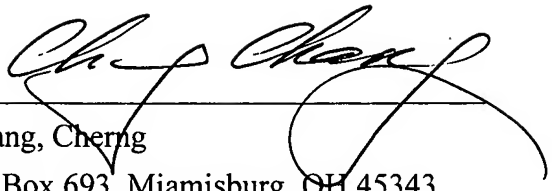
67 (new). The business method of Claim 64 in which said step (A) includes selling said ensemble to said customer in one business transaction.

68 (new). The business method of Claim 64 in which said step (A) includes selling said ensemble to said customer in two or more related business transactions.

Respectfully submitted,

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